

**SYSTEMS AND METHODS FOR
MANAGING AND PROMOTING NETWORK CONTENT**

Abstract of the Disclosure

Network systems having a plurality of nodes which include adding components
5 for enabling enhanced bi-directional communications over the network. These
components include a novel robot called RevBot which enables, for example, a node
including a website to efficiently update its information and content at other network
nodes. The RevBot is installed on a website's computing platform and detects search
engines and other qualifying databases and lists located remotely on the network. The
10 RevBots can also be used to filter, block and enhance website content transmitted over
the network. E-Commerce and data rights management (DRM) functions can also be
facilitated over the network system. Another component is a receiver (RevBot Receiver)
conveniently located on a search engine computer platform to automatically update the
search engine database with the communications sent by a RevBot.

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